



Jeff McPherson, VP of Customer Development of Irving Materials Inc. (imi), recently shared how imi has taken [proactive sustainability steps](#) by tapping into new innovations like CarbonCure in Indiana, Ohio, Kentucky, and Tennessee.

Learn how this [innovation in sustainability](#) has helped imi:

- Discover new business opportunities in green building markets
- Elevate its brand and win new business over the competition
- Attract specifications from engineers and architects

If you have any questions or you would like to learn how CarbonCure can help improve profitability and open up new green building opportunities, please [contact us](#).

- The CarbonCure Team

[Watch the webinar to see how you can take action](#)